

Email Frequency – Tech Market

Informa Engage Best Practice

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Email frequency is important because excessive mailing to customers causes lower engagement, increased opt out rates and a general decrease in data health; conversely very limited mailing to customers can lead to them becoming less engaged. A good balance is key to good data health, and it is important to have clear systems in place to manage this. It is also important to note that how you manage this varies by brand and market, which is why this document is specific to the Tech market only.

Managing Email Frequency

For the Tech market we recommend that a user receive a maximum of 2-3 promotional emails in the span of 12 hours, depending on the brand. We manage this using a few methods outlined below.

Email Calendars

Each brand has an email calendar which is used by Informa Engage and in-market marketers. This allows anyone to see what is scheduled when and to whom so campaigns can be scheduled more effectively. This gives clear visibility and avoids over-mailing to your audience.



Figure 1: Example of a shared calendar

Eloqua 'Clicked' Filter

Eloqua is the primary deployment system for the Tech market and contains built in frequency management tools. This includes a 'clicked' filter, which filters out users who have clicked an email earlier during that same day (6-12 hours approx.). This is applied to every Tech/ Auto campaign and eliminates the chance that someone who clicked on an opt out link earlier in the day will have to do so twice. Opt outs are applied overnight, and the process begins again the following morning.



Figure 2: The Clicked filter as it appears within an Eloqua campaign

Eloqua 'Frequency' Filter

The Frequency filter ensures that people get no more than 2-3 emails (depending on the brand) within a 12-hour period from that brand. If someone has received their maximum number of daily emails they are automatically filtered out of a campaign.

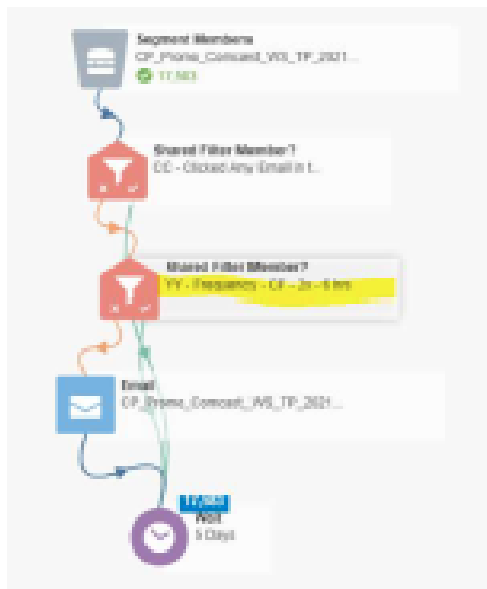


Figure 3: A frequency filter limiting a user to 2 emails within 6 hours as it appears within an Eloqua campaign

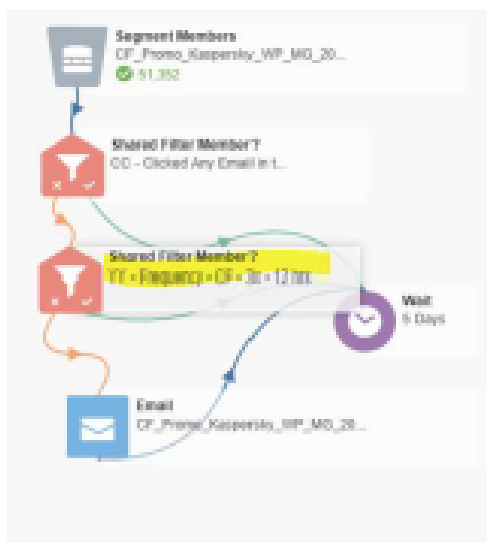


Figure 4: A frequency filter limiting a user to 3 emails within 12 hours as it appears within an Eloqua campaign

Email Frequency across our brands and products

Emails are sent within a 12-hour period each day, however cannot be sent at any time during that window. How this looks varies by brand, but each brand will include gaps in their schedule to avoid being overwhelming to consumers. Within Channel for example emails are scheduled between 9-11am, 2-4pm and 7-9pm only.

Frequency within a Single Campaign vs All Content

Multiple mailings are common as part of a campaign, however within a day a user will not receive multiple messages relating to a single campaign. That said, they can receive messages from different campaigns within the fixed 2-3 message per day limit. This will fluctuate depending on the number of campaigns sold by a brand as well as the overall campaign volume, and brands will adjust their message limit from 2 to 3 during busy seasons if necessary.

It's important to note that while the maximum is 2-3 emails per day this does not mean that all contacts are receiving that. It should also be noted that newsletters and event emails are tracked separately and so do not count towards the frequency rules described here.

Frequency Tracking

Frequency of mailing is tracked by the Eloqua data team to identify records receiving a high volume of emails, as well as people who are not receiving any messages for long periods of time. This is part of a wider effort by the Central Data Team to regulate data retention and usage as a way to improve overall data health within Informa Connect.

Frequency Reporting

As well as tracking frequency within Eloqua, the Digital Marketing team track send, response and attrition rates for our mailings as part of the Campaign Trends report. This allows us to ensure that the methods above are working, and to measure ourselves against the industry standard.

The industry standard opt-out rate for Media marketing is approximately 0.3% (per Hubspot Study, May 2020), so the aim is to be below this. Within Digital Marketing we consistently fall comfortably below this level, with the total 2020 average being an opt-out rate of only 1.2%.

Promotional Emails	2020 Full Year
Total Emails Sent	2,000,894,027
Total Opt-Outs	2,454,528
Unsubscribe Rate	0.12%
Industry Average Unsubscribe Rate	0.30%
Unsubscribe Rate vs Industry Standard	59.1% Lower

Figure 5: A table of promotional email KPIs for 2020

As well as this we continue to see good engagement across all promotional emails. For 2020 our average promotional open rate was 16.9%, and the CTR was 1.2%.